

# HISTORIC AND DESIGN REVIEW COMMISSION

March 06, 2019

**HDRC CASE NO:** 2019-099  
**COMMON NAME:** 115 S ZARZAMORA  
**ADDRESS:** 2607 BUENA VISTA ST  
**LEGAL DESCRIPTION:** NCB 2322 (MALT HOUSE ADDITION), BLOCK 1 LOT 14  
**ZONING:** C-2,HL  
**CITY COUNCIL DIST.:** 5  
**LANDMARK:** Malt House  
**APPLICANT:** Denise Childers/Comet Signs LLC  
**OWNER:** 7-Eleven, Inc.  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** February 25, 2019  
**60-DAY REVIEW:** April 23, 2019  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to:

1. Relocate a previously-approved, double-sided monument sign to the side of the primary structure fronting S Zarzamora. The sign measures approximately 35.6 square feet, is internally lit, and contains both Exxon and 7-Eleven branding and rotating gas prices.
2. Install a 28.5 square foot single-sided sign on the primary structure facing west towards the parking lot. The sign will be an internally lit cabinet with food vendor branding.

## APPLICABLE CITATIONS:

*Historic Design Guidelines, Chapter 6, Guidelines for Signage*

### 1. General

#### A. GENERAL

- i. *Number and size*—Each building will be allowed one major and two minor signs. Total requested signage should not exceed 50 square feet.
- ii. *New signs*—Select the type of sign to be used based on evidence of historic signs or sign attachment parts along the building storefront where possible. Design signs to respect and respond to the character and/or period of the area in which they are being placed. Signs should identify the tenant without creating visual clutter or distracting from building features and historic districts.
- iii. *Scale*—Design signage to be in proportion to the facade, respecting the building's size, scale and mass, height, and rhythms and sizes of window and door openings. Scale signage (in terms of its height and width) to be subordinate to the overall building composition.

#### B. HISTORIC SIGNS

- i. *Preservation*—Preserve historic signs, such as ghost signs or other signs characteristic of the building's or district's period of significance, whenever possible.
- ii. *Maintenance*—Repair historic signs and replace historic parts in-kind when deteriorated beyond repair.

#### C. PLACEMENT AND INSTALLATION

- i. *Location*—Place signs where historically located and reuse sign attachment parts where they exist. Do not erect signs above the cornice line or uppermost portion of a facade wall, or where they will disfigure or conceal architectural details, window openings, doors, or other significant details.
- ii. *Obstruction of historic features*—Avoid obscuring historic building features such as cornices, gables, porches, balconies, or other decorative elements with new signs.
- iii. *Damage*—Avoid irreversible damage caused by installing a sign. For example, mount a sign to the mortar rather than the historic masonry.
- iv. *Pedestrian orientation*—Orient signs toward the sidewalk to maintain the pedestrian oriented nature of the historic districts.

#### D. DESIGN

- i. *Inappropriate materials*—Do not use plastic, fiberglass, highly reflective materials that will be difficult to read, or other synthetic materials not historically used in the district.
- ii. *Appropriate materials*—Construct signs of durable materials used for signs during the period of the building's construction, such as wood, wrought iron, steel, aluminum, and metal grill work.
- iii. *Color*—Limit the number of colors used on a sign to three. Select a dark background with light lettering to make signs more legible.
- iv. *Typefaces*—Select letter styles and sizes that complement the overall character of the building façade. Avoid hard-to-read or overly intricate styles.

#### E. LIGHTING

- i. *Lighting sources*—Use only indirect or bare-bulb sources that do not produce glare to illuminate signs. All illumination shall be steady and stationary. Internal illumination should not be used.
- ii. *Neon lighting*—Incorporate neon lighting as an integral architectural element or artwork appropriate to the site, if used.

#### F. PROHIBITED SIGNS

- i. An abbreviated list of the types of signs prohibited within San Antonio's historic districts and on historic landmarks is provided below. Refer to UDC Section 35-612(j) and Chapter 28 of the Municipal Code for more detailed information on prohibited signs.

Billboards, junior billboards, portable signs, and advertising benches.

Pole signs.

Revolving signs or signs with a kinetic component.

Roof mounted signs, except in the case of a contributing sign.

Digital and/or LED lighted signs, not to include LED light sources that do not meet the definition of a sign.

Moored balloons or other floating signs that are tethered to the ground or to a structure.

Any sign which does not identify a business or service within the historic district or historic landmark.

Any non-contributing sign which is abandoned or damaged beyond 50 percent of its replacement value, including parts of old or unused signs.

Notwithstanding the above, signs designated as a contributing sign or structure by the historic preservation officer shall not be prohibited unless or until such designation is revoked.

#### G. MULTI-TENANT PROPERTIES

- i. *Signage Plan*—Develop a master signage plan or signage guidelines for the total building or property.
- ii. *Directory signs*—Group required signage in a single directory sign to minimize visual color and promote a unified appearance

### 3. Projecting and Wall-Mounted Signs

#### A. GENERAL

- i. *Mounting devices*—Construct sign frames and panels that will be used to be attach signs to the wall of a building of wood, metal, or other durable materials appropriate to the building's period of construction.
- ii. *Structural supports*—Utilize sign hooks, expansion bolts, or through bolts with washers on the inside of the wall depending upon the weight and area of the sign, and the condition of the wall to which it is to be attached.
- iii. *Appropriate usage*—Limit the use of projecting and wall-mounted signs to building forms that historically used these types of signs, most typically commercial storefronts. To a lesser degree, these signage types may also be appropriate in areas where residential building forms have been adapted for office or retail uses, if sized accordingly.

#### B. PROJECTING SIGNS

- i. *Placement*—Mount projecting signs perpendicularly to a building or column while allowing eight feet of overhead clearance above public walkways.
- ii. *Public right-of-way*—Limit the extension of projecting signs from the building facade into the public right-of-way for a maximum distance of eight feet or a distance equal to two-thirds the width of the abutting sidewalk, whichever distance is greater.
- iii. *Area*—Projecting signs should be scaled appropriately in response to the building façade and number of tenants.

#### C. WALL-MOUNTED SIGNS

- i. *Area*—Limit the aggregate area of all wall-mounted signs to twenty-five percent of a building facade.
- ii. *Projection*—Limit the projection of wall-mounted signs to less than twelve inches from the building wall.
- iii. *Placement*—Locate wall signs on existing signboards—the area above the storefront windows and below the second story windows—when available. Mount wall signs to align with others on the block if an existing signboard is not available.
- iv. *Channel letters*—Avoid using internally-illuminated, wall-mounted channel letters for new signs unless historic precedent exists. Reverse channel letters may be permitted.

## **FINDINGS:**

- a. This property was designated as a historic landmark by Ordinance 2013-03-21-0199, on March 21, 2013. The property is listed in the ordinance as 115 S Zarzamora, the Malt House Restaurant. The property was identified through the Westside Cultural Resources Survey initiative and was designated with owner support. The property has since been replatted and is now addressed 2607 Buena Vista.
- b. The Malt House was designated for its cultural significance as a place and institution where community gathered, socialized and celebrated for more than 50 years. The architecture by itself is not the basis for landmark status, instead the basis is found in spatial (tangible) and social (intangible) characteristics that holistically provide a unique and authentic sense of place. Tangible elements which reflect a sense of place and create human interaction include: canopied in-car dining within close proximity to the dining hall, street setback, corner vehicular access, a lack of boundary between parked cars and pedestrian space, and distinctive signage. Intangible elements, communicated through community comments at the time of designation, reflect affection for The Malt House business as a place where the community formed a collective cultural identity over the period of its existence and for the food itself.
- c. **PREVIOUS APPROVAL** – The applicant received approval for a comprehensive signage package from the Historic and Design Review Commission (HDRC) on September 19, 2018. The proposal included one LED illuminated monument sign, three LED illuminated exterior wall signs, one LED illuminated interior window sign, and LED illuminated gas pump numbers. The square footage totaled over 175 square feet. The building also features historic Malt House signage and window decal graphics facing S Zarzamora that feature imagery from the former Malt House business.
- d. **RELOCATED MONUMENT SIGN** – The applicant has proposed to relocate a previously-approved LED internally illuminated monument sign to the side of the structure facing S Zarzamora. The sign will be modified to become a projecting blade sign and will be structurally affixed to the building. The cabinet is double-sided and features branding for Exxon and 7-Eleven, as well as rotating gas prices. The sign is double-sided and features approximately 35.6 square feet in total. The applicant is requesting this modification due to low visibility of the current sign location from the public right-of-way. According to the Historic Design Guidelines, projecting signs should be scaled appropriately, located on portions of buildings that commonly feature this type of signage, and be affixed in proper locations. It is not common to for signs of this proportion with gas price information to be affixed to a structure in the vicinity. Staff does not find the location of this sign appropriate.
- e. **WALL SIGN** – The applicant has proposed to install a new wall cabinet to be affixed above the western entrance of the structure. The sign will face towards the interior of the lot towards the parking lot and will not be visible from the public right-of-way. The signage will feature branding for a food vendor providing products within the gas station. Staff finds the proposal appropriate.

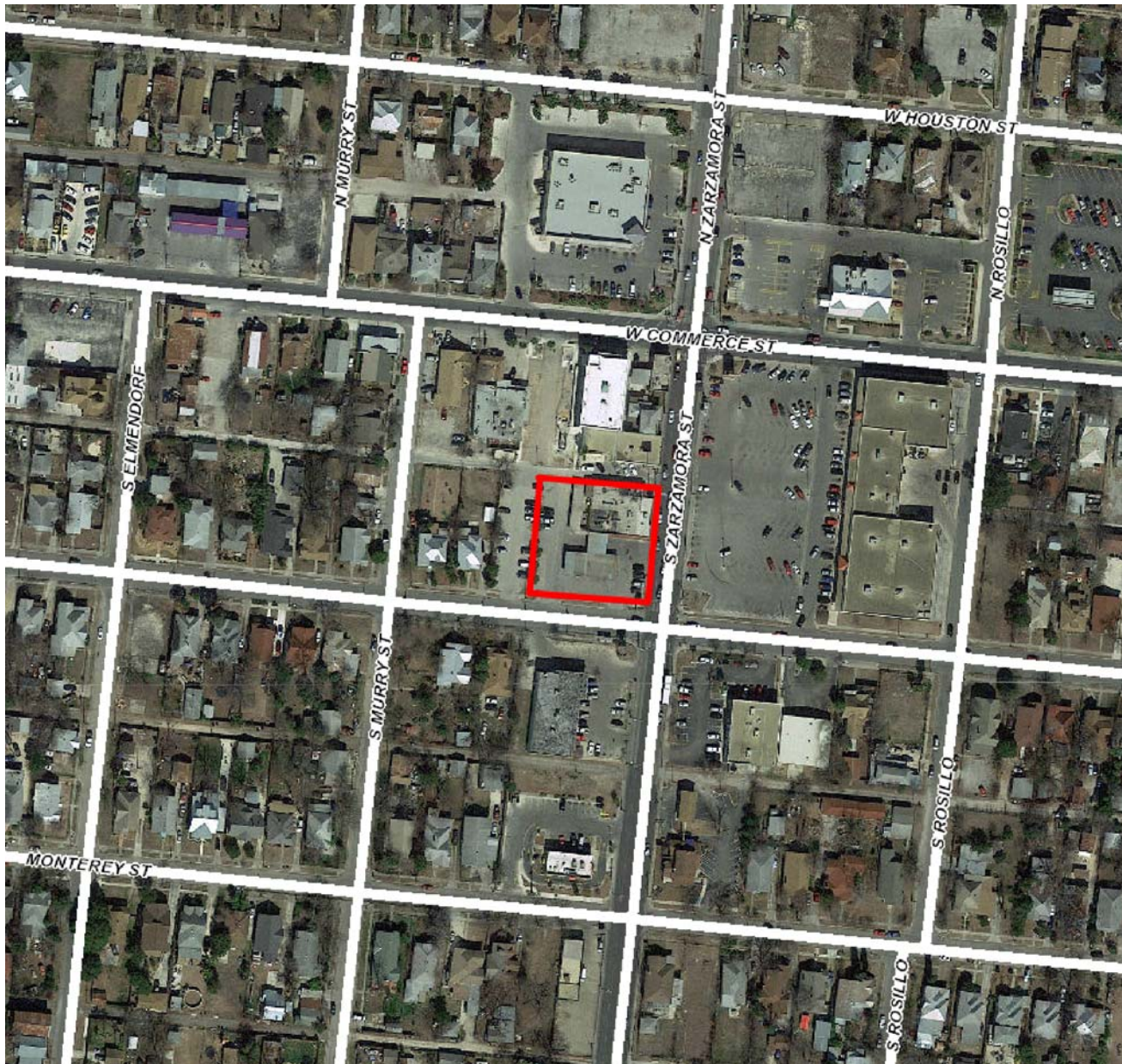
## **RECOMMENDATION:**

Item 1, Staff does not recommend approval of the relocated monument sign based on finding d. The relocation of the monument sign to an alternate ground-mounted location on site is eligible for administrative approval.

Item 2, Staff recommends approval of the proposed wall sign based on finding e.

## **CASE MANAGER:**

Stephanie Phillips



## Flex Viewer

Powered by ArcGIS Server

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7-Eleven  
#37725  
115 S. Zarzamora  
San Antonio, Texas 76136

CONTACT:

SALES ASSOC.: Rick Guarino

PROJECT MGR: Barbara Boyett

DESIGNER: Michael Hopens

SVE7684-00

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Date	Rev.	Description
02.11.19	00	Original

ZONING: xxx  
SQUARE FOOTAGE FORMULA

ALLOWED TOTAL	xx SQ. FT.
PROPOSED TOTAL	xx SQ. FT.

Site Notes:

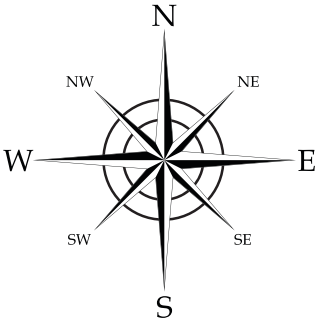
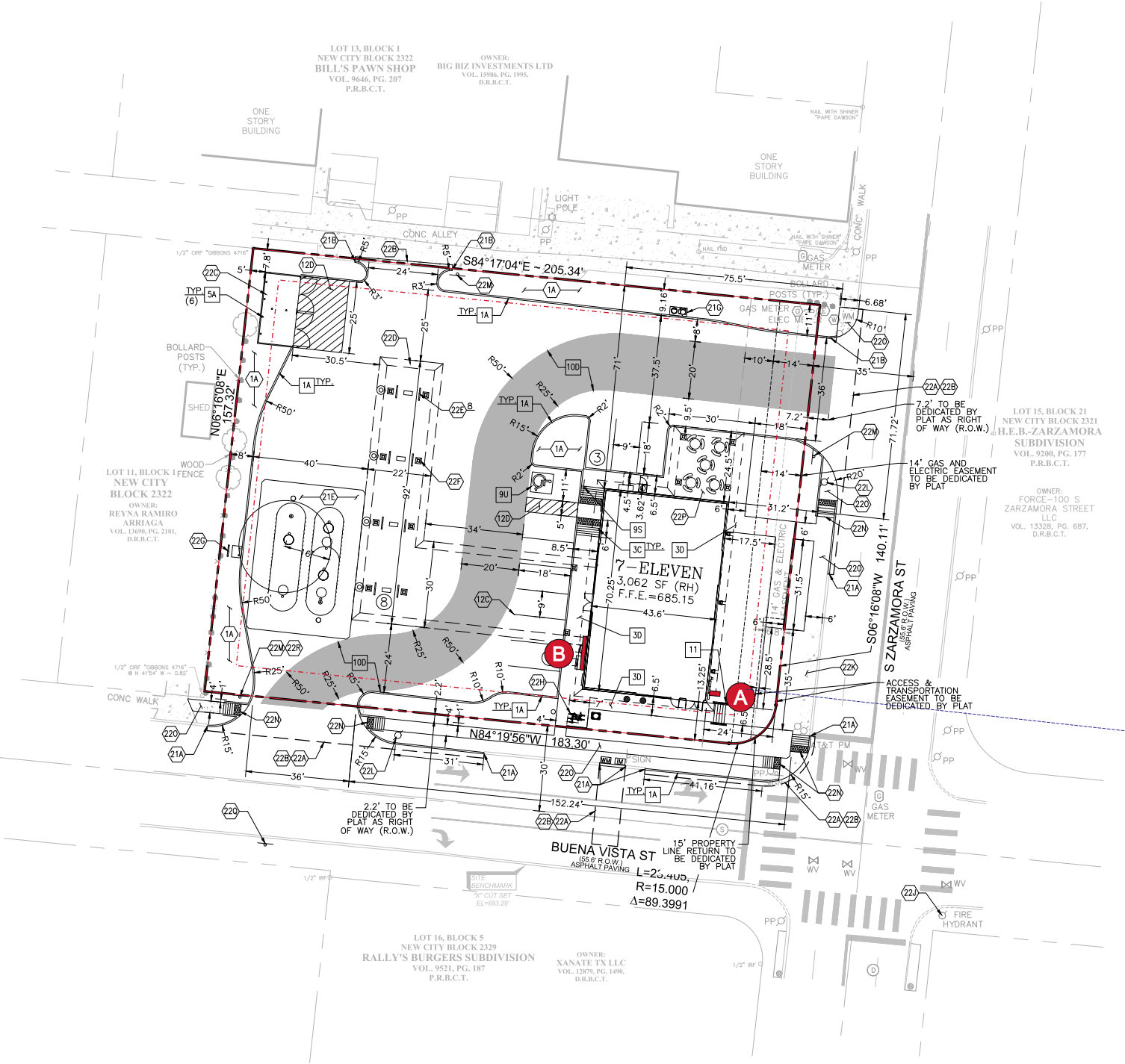
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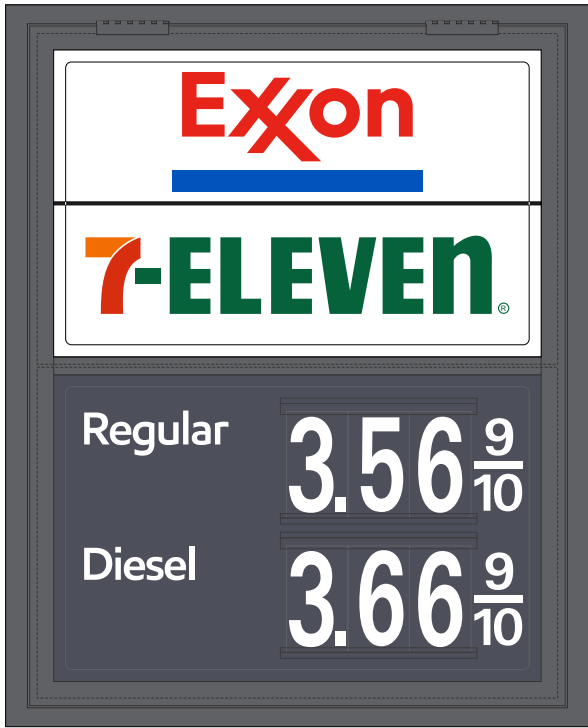
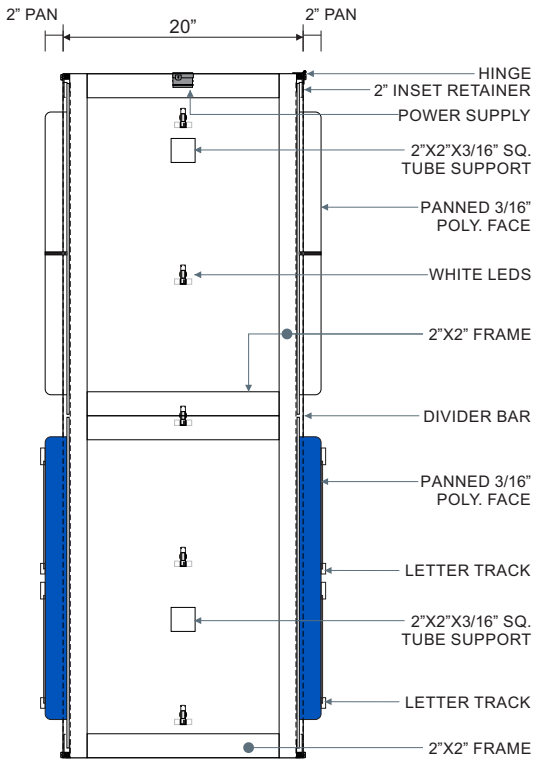
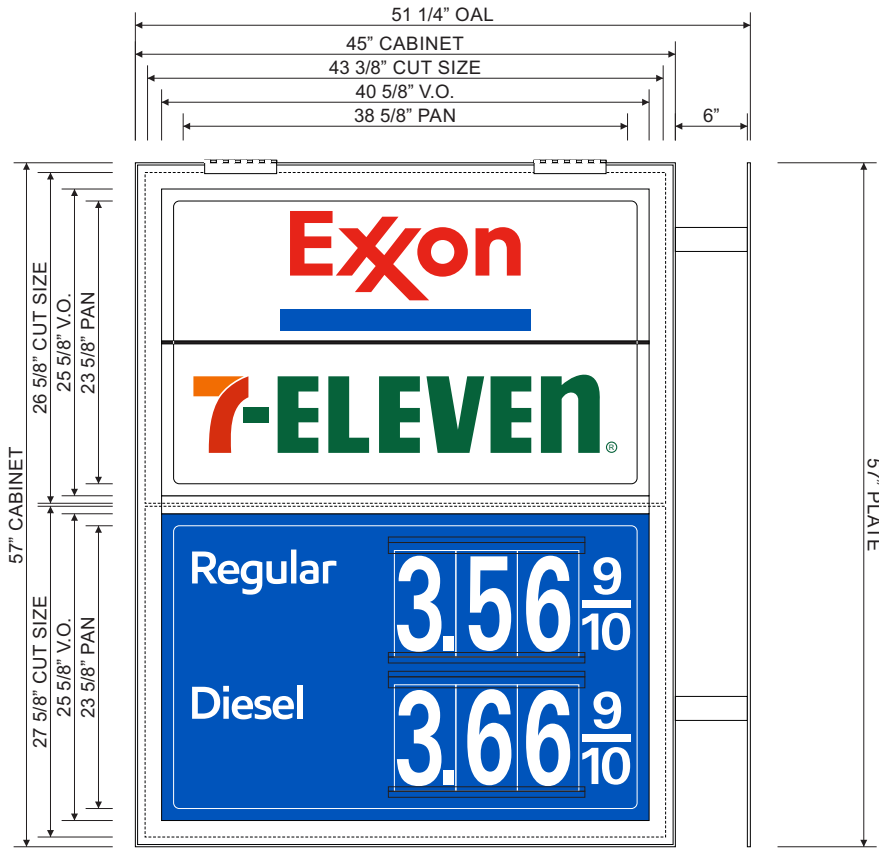


THE STRUCTURAL DESIGN CONFORMS TO THE FOLLOWING CODES AND SPECIFICATIONS:  
THE FLORIDA BUILDING CODE SIXTH EDITION (2017), THE AMERICAN INSTITUTE OF STEEL  
CONSTRUCTION (MANUAL OF STEEL CONSTRUCTION, 9TH EDITION), THE AMERICAN WELDING  
SOCIETY (AWS D1.1-15), THE AMERICAN CONCRETE INSTITUTE BUILDING CODE REQUIREMENTS  
FOR STRUCTURAL CONCRETE (ACI 308-14), THE SPECIFICATION FOR ALUMINUM STRUCTURES  
BY THE ALUMINUM ASSOCIATION (CURRENT EDITION).



- A Blade Sign Structure/Cabinet
- B Laredo Taco Wall Sign Cabinet

Site Plan  
1" = 50'-0"



NIGHT ILLUMINATION VIEW

SCOPE OF WORK

1. REMOVE EXISTING D/F CABINET WITH TUBE SUPPORTS FROM SUPPORT STEEL POLE.
2. ATTACH CABINET/SUPPORT TUBES TO NEW STEEL MOUNTING PLATE.
3. CABINET TO BE MOUNTED TO BUILDING PER ELEVATION PAGES.

**CUSTOM** D/F INTERNALLY ILLUMINATED DUAL BRAND (7-ELEVEN & EXXON) SIGN CABINET.  
20" DEEP ALUMINUM SKIN & FRAME CABINET WITH 2" INSET HINGED RETAINERS & 1 1/2" DIVIDER BARS TO BE PAINTED **EXXON P8 EGGSHELL WHITE**. CABINET TO BE INTERNALLY ILLUMINATED W/ WHITE LEDS.  
2" INSET RETAINERS TO BE HINGED ON ONE SIDE OF CABINET.

**CUSTOM EXXON / 7-ELEVEN FACES:** 3/16" THICK PAN FORMED & EMBOSSSED CLEAR POLYCARBONATE FACES BACK SPRAYED **PMS 485 RED & PMS 293 BLUE** THEN **PMS WHITE** WITH TRANSLUCENT VINYL GRAPHICS APPLIED FIRST SURFACE.  
**EXXON BRAND STATIC GAS PRICE FACES:** 3/16" THICK PAN FORMED CLEAR POLYCARBONATE FACES BACK SPRAYED **PMS 293 BLUE** THEN **PMS WHITE** W/ CLEAR ACRYLIC TRACKING ADHERED FIRST SURFACE FOR CHANGEABLE FONT KIT.

PROPOSED WITH STANDARD HARBINGER 8 7/8" FONT KIT.

**7-ELEVEN VINYL SPECS:** 3M 3630-44 ORANGE, 3M 3630-33 RED, 3M 3630-26 GREEN, 3M 7725-12 BLACK

**EXXON PAINT SPECS:** EXXON P8 EGGSHELL WHITE, PMS 485 C EXXON RED, PMS 293 C EXXON BLUE, PMS WHITE

**NOTE: STEEL PLATE TO BE PAINTED EXXON P8 EGGSHELL WHITE.**  
**NOTE: ALL SUPPORT STEEL TO BE PROVIDED BY INSTALLER.**

Front View & Side Detail - Custom Dual Brand w/ Static Gas Price Cabinet - Sign A

3/4" = 1'-0" Display Square Footage (Cabinet): 17.8

Date	Rev.	Description
02.11.19	00	Original


ZONING: xxx  
SQUARE FOOTAGE FORMULA

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Site Notes:

Customer Notes:

Customer Approval: DATE:

Date	Rev.	Description
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ZONING: xxx

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ONE (1) **LTC28 LAREDO TACO CO.** INTERNALLY ILLUMINATED S/F WALL SIGN CABINET.  
3/16" THICK PAN FORMED WHITE POLYCARBONATE FACES W/ DIGITALLY PRINTED **3M 3630-20 WHITE** VINYL  
W/ **3M 8520 LAMINATE** TO BE APPLIED FIRST SURFACE.  
4" DEEP ALUM. CABINET W/ 1 1/4" RETAINERS TO BE PAINTED **PANTONE WHITE**.  
CABINET TO BE INTERNALLY ILLUMINATED W/ WHITE LEDS.

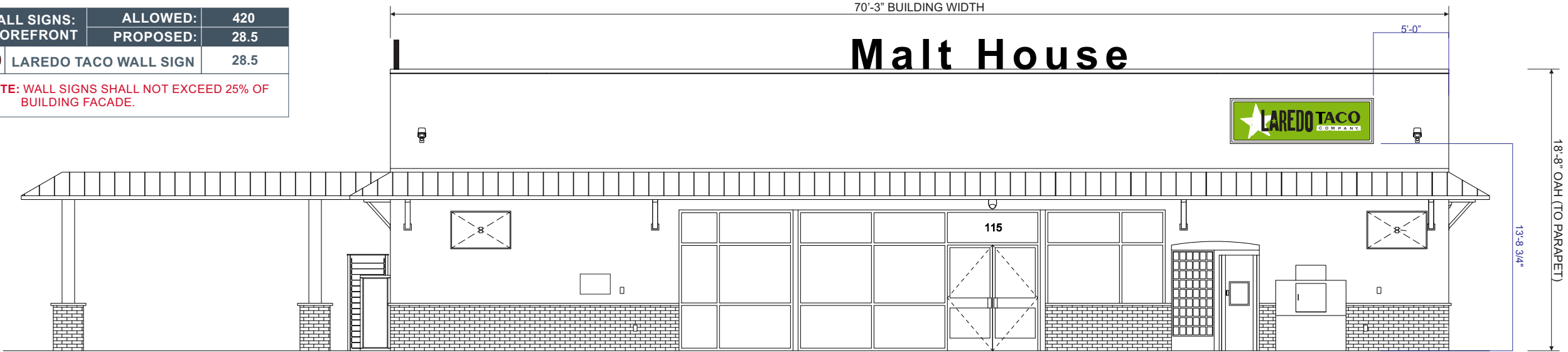
**VINYL SPECS:**  
**3M 3630-20 WHITE,**  
**3M 8520 LAMINATE,**  
**LAREDO TACO COLOR SPECS:**  
**PMS 376 GREEN,**  
**PANTONE WHITE,**  
**PANTONE BLACK**  
**PAINT SPECS:**  
**PANTONE WHITE**

Front Elevation & Side Detail - **LTC28 Laredo Taco Co. Wall Sign Cabinet - Sign B**

1/2" = 1'-0"

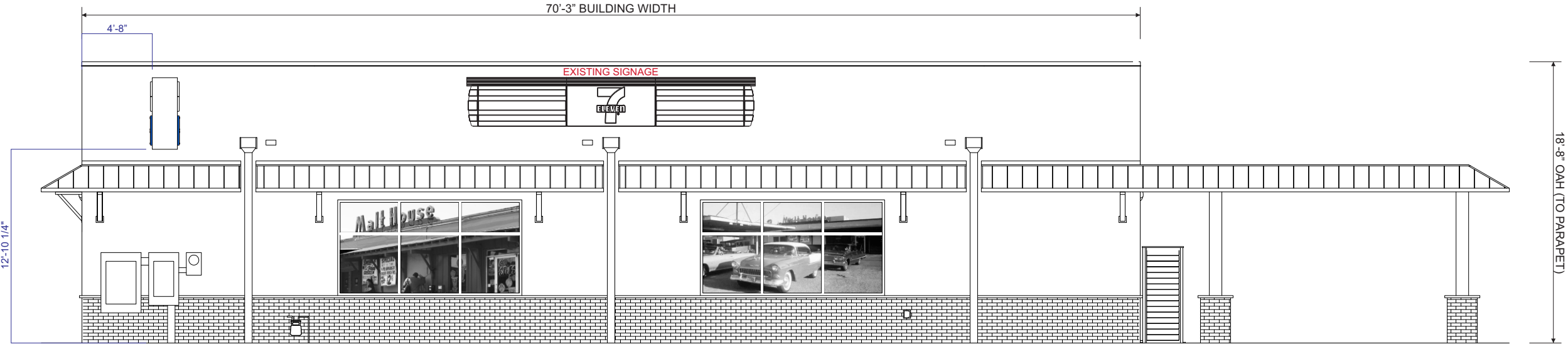
Display Square Footage (Cabinet): **28.5**

WALL SIGNS: STOREFRONT	ALLOWED:	420
	PROPOSED:	28.5
<b>B</b>	LAREDO TACO WALL SIGN	28.5
NOTE: WALL SIGNS SHALL NOT EXCEED 25% OF BUILDING FACADE.		



Storefront (West) Elevation - Signs B  
1/8"=1'-0"

WALL SIGNS: STORE RIGHT	ALLOWED:	258
	PROPOSED:	17.8
<b>A</b>	BLADE SIGN CABINET	17.8
NOTE: WALL SIGNS SHALL NOT EXCEED 25% OF BUILDING FACADE.		



Rear (East) Elevation - Sign A  
1/8"=1'-0"

Date	Rev.	Description
02.11.19	00	Original

ZONING: xxx

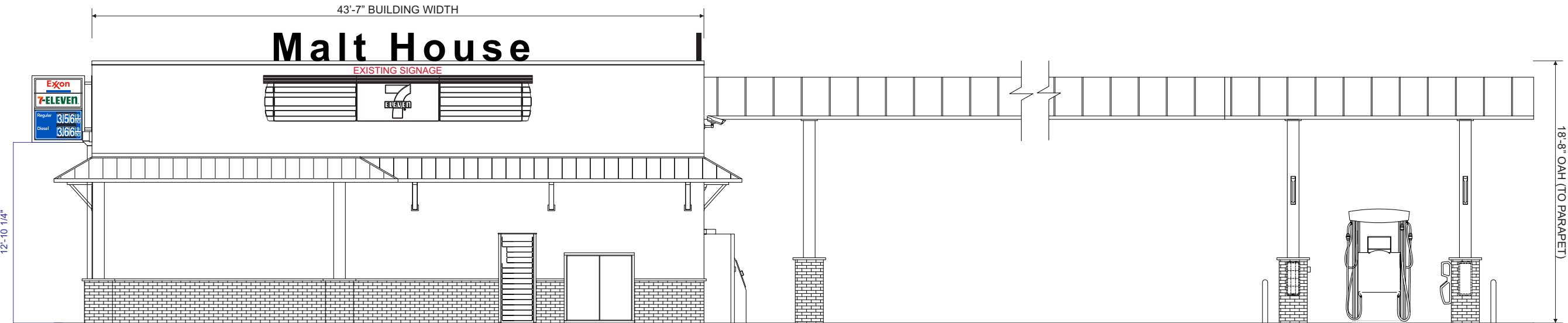
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Site Notes:

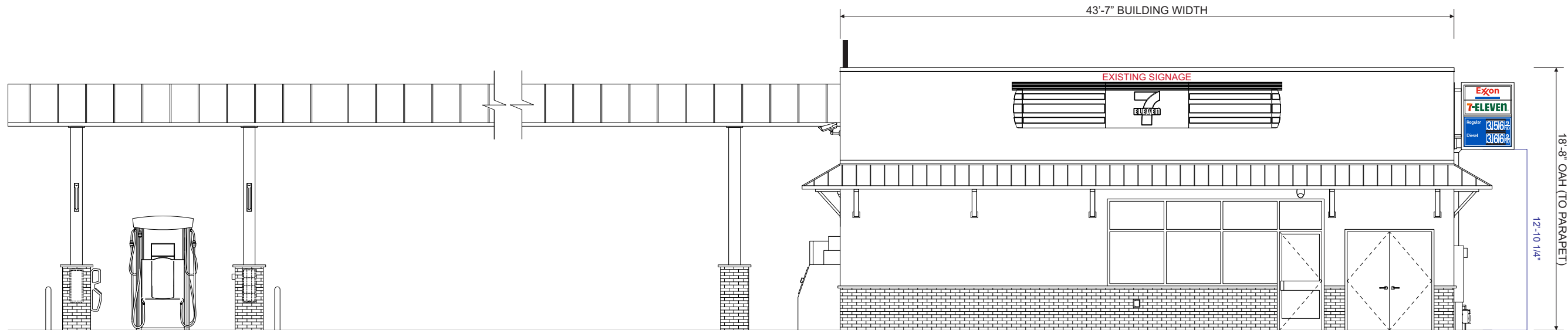
Customer Notes:

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Left Side (North Elevation - Sign A

1/8"=1'-0"



Right Side (South) Elevation - Sign A

1/8"=1'-0"

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CONTACT:

SALES ASSOC.: Rick Guarino

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Date	Rev.	Description
02.11.19	00	Original

ZONING: xxx

SQUARE FOOTAGE FORMULA

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Customer Approval: \_\_\_\_\_ DATE: \_\_\_\_\_

Page: 5



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FOR STRUCTURAL CONCRETE (ACI 308-14), THE SPECIFICATION FOR ALUMINUM STRUCTURES  
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**BILL'S  
PAWN  
SHOP**  
432-7961

**Exxon**

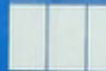
**7-ELEVEN**

Regular



9  
10

Diesel



9  
10

